

ORDER



Orders
Order / Rev: 712801
Alt Order #: 06310716
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 375
Flight Dates: 09/12/12 - 09/18/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	105	\$134,750.00	\$114,537.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	105	\$134,750.00	\$114,537.50	0.00
Totals	105	\$134,750.00	\$114,537.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/17/12	09/18/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MT-----			4		\$500.00		0.00				
E 2	WUSA	09/12/12	09/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	6	\$450.00	P-2	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			6		\$450.00		0.00				
E 3	WUSA	09/12/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			6		\$250.00		0.00				
E 4	WUSA	09/17/12	09/18/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MT-----			4		\$300.00		0.00				
E 5	WUSA	09/12/12	09/14/12	Price Is Right The Price is Right	CM	11a-12p	--WTF--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$1,100.00		0.00				
E 6	WUSA	09/17/12	09/18/12	Price Is Right The Price is Right	CM	11a-12p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MT-----			2		\$1,500.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	09/12/12	09/14/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$700.00		0.00			
E 8	WUSA	09/17/12	09/18/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$700.00		0.00			
E 9	WUSA	09/12/12	09/14/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	--WTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$850.00		0.00			
E 10	WUSA	09/17/12	09/18/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$900.00		0.00			
E 11	WUSA	09/12/12	09/14/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$600.00		0.00			
E 12	WUSA	09/17/12	09/18/12	4-5p Dr. Phil	CM	4-5p	MT-----	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$750.00		0.00			
E 13	WUSA	09/17/12	09/18/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$700.00		0.00			
E 14	WUSA	09/12/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$500.00		0.00			
E 15	WUSA	09/12/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$800.00		0.00			
E 16	WUSA	09/17/12	09/18/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$900.00		0.00			
E 17	WUSA	09/17/12	09/18/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$800.00		0.00			
E 18	WUSA	09/12/12	09/14/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$750.00		0.00			
E 19	WUSA	09/17/12	09/18/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$1,800.00		0.00			
E 20	WUSA	09/12/12	09/14/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--WTF--	:30	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$1,600.00		0.00			
E 21	WUSA	09/17/12	09/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WUSA	09/17/12	09/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$2,500.00		0.00			
E 22	WUSA	09/12/12	09/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTF--	:30	6	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		6				\$2,000.00		0.00			
E 23	WUSA	09/12/12	09/14/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		3				\$800.00		0.00			
E 24	WUSA	09/17/12	09/18/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	MT-----		2				\$900.00		0.00			
E 25	WUSA	09/15/12	09/15/12	8-10a Sa CBS This Morn CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		2				\$300.00		0.00			
E 26	WUSA	09/15/12	09/15/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	:30	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		2				\$1,400.00		0.00			
E 27	WUSA	09/15/12	09/15/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$2,500.00		0.00			
E 28	WUSA	09/15/12	09/15/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		2				\$2,000.00		0.00			
E 29	WUSA	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		2				\$2,000.00		0.00			
E 30	WUSA	09/16/12	09/16/12	NFL Football Game #1 NFL Football Game #1	CM	Sat-Sun 1-4p	-----S	:30	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$16,000.00		0.00			
E 31	WUSA	09/16/12	09/16/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	2	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		2				\$8,000.00		0.00			
E 32	WUSA	09/16/12	09/16/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$7,000.00		0.00			
E 33	WUSA	09/16/12	09/16/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		2				\$2,000.00		0.00			
Totals													105	\$134,750.00	